COMMUNITY EVENT MARKETING
BENSON HEDGES E45

EXPENSE		ORIG BUDGET	YTD	EXPECTED
Budget Description — Bold				
-Consumer Incentives		$100,000		
-Promotional Materials		$100,000		
-Agency Artwork		$20,000		
-Non-Agency Artwork		$10,000		
-Sponsorship Fee		$255,000		
-Professional Services		$10,000		
-Photography		$3,000		
-Purchased Services		$25,000		
-Event Tent/Kiosk		$30,000		
-Minority Advertising		$825,000		
-Advertising Production		$175,000		
-Stage Production		$100,000		
-Artists Fees		$100,000		
-Event Execution Agency		$10,000		
TOTAL BUDGET		$1,763,000		
Promotional Materials				
- Kiosks				
- Scrims				
-Banners				
Sub Tot				
Agency Artwc	Right Communications	expenses	Fee	
- B&H		$25,000	$70,000	
Sub Tot				
Non-Agency A				
		expenses	Fee	
Sponsorship I	Summitt Mgmt	$35,000	$40,000	
-Zulu Lundi G				
-Black EXPO				
-Houston Inte				
-Black EXPO				
- Black EXPO				
-African Amer				
-Black EXPO				
-Miami/Bahan				
-Indiana Black				
-Chicago Blac				
-African Amer				
-Missouri Black Expo		$6,000		
-Viva Chicago		$10,000		
-Chicago Jazz Festival		$100,000		
-Benson & Hedges Concert		$175,000		
-Black EXPO USA		$6,000		
-Moja Festival		$40,000		
-Discovery of America		$10,000		
-Benson & Hedges Concert		$175,000		
-Feria of Sevilla	~~$ 25,000~~	$10,000/20,000		
Blank line — RIGHT COMMUNICATIONS	~~Exp~~	~~$~~		
SUMMITT MANAGEMENT				
~~Photography~~				
~~Purchased Services~~				
~~Exps~~				

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Source: https://www.industrydocuments.ucsf.edu/docs/rtpn0004